Mark Lewis

MANAGING DIRECTOR AND FOUNDER OF HOTELREZ HOTELS & RESORTS AND WORLD RAINBOW HOTELS

Mark Lewis is Founder and Managing Director at HotelREZ Hotels & Resorts, a global hotel representation company. He is responsible for the company's day-to-day-operations and company vision.

In just 10 years HotelREZ Hotels & Resorts, has grown to be one of the largest hotel representation companies in the world, and one of the top 5 in the UK alone, providing distribution, revenue, sales and marketing consultancy to over 1,000 independent hotels and small hotel groups in over 27 countries worldwide.

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The HotelREZ Hotels & Resorts portfolio includes a wide variety of properties, from sleek boutique city gems, to country-house retreats full of charm and history. The company works with each member hotel to ensure they retain their independence, yet are still able to compete worldwide.

Through HotelREZ Hotels & Resorts, independent properties have access to markets and channels, that wouldn't be available to them otherwise. Hotel members are offered the most innovative and flexible technological solutions in the market today, particularly designed to help independent properties manage and distribute their inventory and content to the GDS, online and through specialised call centres.

Additionally, HotelREZ Hotels & Resorts provide member hotels with a wide range of sales, marketing and revenue solutions: from participation in corporate and MICE RFP's to niche marketing programmes and premium listings on consumer or trade websites, preferred partnerships with consortia, biasing agreements with travel agents, call centre visits and opportunities to attend global trade shows. Customer retention is an absolute priority to the company, since day one.

Mark is also the Founder of World Rainbow Hotels (WRH), the world's first and only global consortia for gay and lesbian friendly hotels.

A global supplier of over 1,200 LGBT-friendly hotels, bookable on the GDS and online to both consumers and the travel trade, WRH has recently been awarded with Travolution's best hotel website award, and will be this year's official accommodation provider for some of the world's biggest Pride events, including London, Chicago and Sao Paulo.

World Rainbow Hotels is also partnering with several influential global corporations and LGBT organisations to deliver incremental income to its partner hotels via their diversity programmes.

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Some of the hotel brands comprised on the World Rainbow Hotels program include Ritz Carlton, Orient Express, Fairmont, Hilton and Four Seasons.

An experienced tourism and hospitality professional, Mark's career has included several positions at renowned leisure and travel companies such as Thomas Cook or Pegasus Solutions, where he was Global Sales Director.

Mark is available for interviews or panel discussions on a range of hotel industry topics including: changes in hotel distribution, independent hotels, LGBT travel, online and mobile bookings, OTAs, travel technology, hotel marketing and branding.

Submit your request by contacting our press and marketing department at marketing@hotelrez.net